

Group Impact Report

2024



Since our last report



2023/2024 has been a challenging year for the market research sector, and we have had to respond to those challenges as a business. However, we have still been able to make an impact through our Firefish Plus activities.

This report highlights some of the most important activities that we have undertaken - as a Group and as individuals - since our last report and explains why they matter so much to our business.



Firefish Plus ↘

What it means to our business...

The purpose of Firefish Plus is to bring all our values, beliefs and purpose together across all our companies.

Central to this founding principle is the belief that a business should do more than just make money – it should have a positive impact wherever it can. This starts with our impact on the people who work here and stretches out across the people we touch, our clients and respondents, our suppliers, to our local community and the wider planet.

We continue to go through the verification process for our B-corps certification. Thank you to everyone for helping us with relevant information where needed! We hope we can get to the end soon with a positive result! Watch this space...



Our People

In 2023, we introduced several enhanced policies across the Group. This year we have started to see the benefits of those policies for our people.

We have had **10 employees** take a fully paid 4-week sabbatical this year across the Group.

This time out has allowed some of the team to refresh, travel to far and wide and see friends and family they would not have had the opportunity to otherwise.

A particularly big kudos goes out to Sam B as he did his solo bike ride from **London to Lisbon to raise money for The Bike Project.** Sam smashed his fundraising target and made it back to Firefish safe and sound a few weeks later!

And a big welcome back to Holly who recently used her sabbatical to **pursue her dreams of becoming a line judge at Wimbledon.** What an amazing way to spend a sabbatical. To all of you who have taken a sabbatical, we hope it gave you renewed energy and focus for the year ahead.



Recognition and Support

1.

Payrises & Promotions

We have given 12 well deserved and recognized promotions since last July across group and 41 separate pay rises. In a very challenging climate, we give thanks to everyone for continuing to work hard and go above and beyond in your everyday work.

2.

Spot Bonus

We have given a total of £3,900 in spot bonuses since last July to employees across the Group for their recognized efforts in contributing to growth or helping to boost margins /work more efficiently.

3.

Wellbeing Support

We pride ourselves on being an employer that provides support and flexibility to everyone and recognizes individual needs and circumstances. We now have several policies and benefits in place that have been accessed by individuals throughout the year which provide ongoing help and support – from enhanced sick pay, to mental health guidelines and counseling support, enhanced family friendly policies, and wellness benefits that support both physical and mental wellbeing. We continue to work with Parallel in the UK and Prestige in the US to ensure our benefits provide the best possible value for our employees and meet the overall needs of the Group.

Our aim is to promote healthy working practices and recognise the challenges that can affect individuals working lives. We have an internal session coming up in September that focuses on the **Menopause, for women and men**. Come along if this interests you.



The MRS engagement Survey

Overall measures:
the highlights...

Response rate
67%

Firefish
Employee
engagement
score:
84

Loyalty &
Motivation
83

Development &
Career
73

Culture
80

Market
research sector
engagement
score:
75

Remuneration
63

Management
81

Inclusion
& Diversity
83

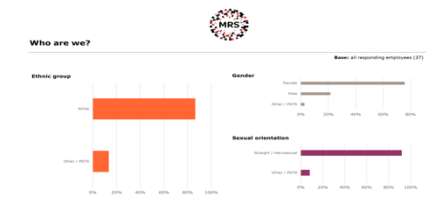
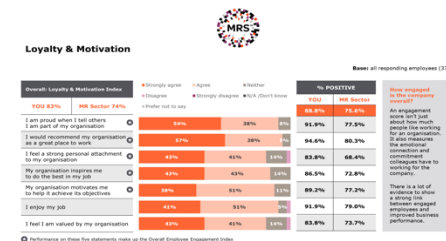
The two areas that we will prioritise to understand individuals experiences better are around **Development & Career and Remuneration**. The People team will work with the MDs of each business to understand these results in the context of their own businesses.

2024 was the first year that the MRS has run an external employee engagement survey. 10 organisations across the sector took part, including the Firefish group UK businesses.

Thank you to all of you who took the time to participate in the survey. Gathering information and feedback such as this is important to the leadership teams because everyone's experience at work matters. The survey helps us to understand your experiences better and benchmark our results against other similar businesses across the sector. We do this we hope to continually improve as a business.

We had a 67% completion rate for our survey. We hope to improve upon this in future surveys so we can gather the best data possible. Only by completing the survey can we make the improvements that are most relevant to the group.

From those that completed the survey, our overall engagement score was 84% which we should be proud of. This was 9% above the rest of the sector. On the individual measures, we scored highly on Loyalty & Motivation, Culture, Management and D&I. The survey also gave us greater insight into the diversity within our company by measuring key diversity demographics from participants.





Our DEI journey



2024 has seen us collaborating with Equitas – our DEI consultants to bring the Inclusive Insights agenda to all of our work for the future

Our ambition ↘

At Firefish inclusion will be **infused** through our work

Our human, data, AI & technology driven insights will **empathetically** reflect the experiences, beliefs, needs and behaviors of the **people** we represent, embracing their cultural & social contexts and all expressions of identity.

Inclusion will be baked into our mindsets, behaviors, culture & ways of working helping us create more **relevant, authentic and impactful** human stories, and enabling us to open **new opportunities for growth**.

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The Inclusive Insights Opportunity

Why Inclusive Insights matters to Firefish

The consumer landscape is changing

Navigating the 'new normal' is challenging

Our expertise can shift the paradigm

Multi-culturalism is the 'new normal'

The world we live (and work) in is becoming more ethnically, racially and culturally diverse, driven by a shift in both demographics & values. **Historically marginalized identities** across the spectrum (e.g. race, ethnicity, sexual orientation, neuro-diversity, socio-economics) as well as **younger generations** (Millennials, Gen Z, Alpha) are intrinsically more inclusive, values driven & culturally aware- and their scale, power & influence is rapidly growing.

The rules of the game are unclear

Clients are all too aware of the evolving 'new normal' and acknowledge that they have a social and commercial responsibility to deliver more responsible & inclusive brands. But the pathway to success is unclear, there is no tried and tested roadmap, and this uncharted territory can often require them to maneuver through cultural landmines. The gains are high ...but so is the risk, often resulting in inertia.

We understand

We uniquely understand technology and human behavior. We combine our expertise with our proven best practices to create our client solutions.

About this playbook

What it is, who it's for and how to use it

- 1.** **What it is**
This playbook sets out how we will achieve our ambition for Inclusive Insights at Firefish in practice. It consolidates the wealth of expertise, experience and practices across the Group combining it with external best practices. It provides practical resources, tools, think aids & examples to support you in helping to drive growth through Inclusive Insights.
- 2.** **Who is it for?**
It should be used by **everyone** at Firefish across geographies and functions, since we all in some way contribute to:
1. The delivery of our client work and solutions
2. Building our inclusive culture
- 3.** **How to use it?**
It is the primary source of guidance on how we'll embed inclusion into our business as BAU. It gives guidance, best practices & practical tools to instinctively bake inclusion into both **who we are** (our culture) and **what we do** (our client work)
What it is not...
It is not a separate project, or workstream... & instead supports embedding of inclusive beliefs, behaviors, skills & best practices into our existing ways of working

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Equitas were engaged to help us consolidate our Firefish principles, practices and examples, combined with external best practice, to clearly set out our Firefish guidance on the practical approaches and tools that can be used to address the critical questions we have in building our inclusive insights works and capabilities.

Working with leadership, the Belonging Collective and key stakeholders across the Group, Equitas have helped to shape our approach for Inclusive Insights.

We aspire to the ambition that our human & data driven insights will empathetically reflect the experiences, beliefs, needs and behaviors of the people we represent, embracing their cultural & social contexts and all expressions of identity.

Inclusion will be baked into our mindsets, behaviors, culture & ways of working helping us create more *relevant, authentic and impactful* human stories, and enabling us to open **new opportunities for growth**.

We aim to launch this work to the whole of the Group after the summer.





The Belonging Collective



Our internal champions group have continued to support our lives at Firefish this year.

“Our vision is to Inspire everyone at Firefish to understand a variety of life experiences through empathy, respect, curiosity and vulnerability in order to foster belonging every day” *The Belonging Collective*



The Belonging Collective successfully delivered their first internal workshop across the Group in March 2024.

The focus of the workshop was on *‘what belonging at work means to you’*. This dedicated time together provided colleagues across the group a unique opportunity to share their own experiences and thoughts in a safe, open and fun environment.

The BC collated the insights from the workshop and shared these across the Group afterwards, and provided some ideas that everyone could take away and implement into their day to day at Firefish.



Our goal is creating collective empathy, in which we all have a role to play in helping each other belong



This isn't (only) about big initiatives but developing awareness and paying attention to each other

Here are some thought starters to consider ... how might noticing some of the following lead you to implement small but meaningful changes?



If during meetings some people are talking more / less than others



If there are people you haven't interacted with very much (including new folks)



If people around you could use more support (and if you might be someone who has experience / identity to support them)



If interactions feel forced/drainning, vs authentic and fulfilling



If you feel someone is holding back on who they are vs. feeling safe to be themselves



If something happens in the world that might impact the humans here at Firefish





Our environmental commitments



Since July last year, we have taken several internal actions to help raise awareness and drive behaviour change around sustainable behaviours.



Offtober challenge – we encouraged everyone to make little changes to make a big difference.



Green Foot Forward wheel in August last year in TBR we created our sustainability challenge.



We introduced our Climate Perks Policy - gifting additional days holiday for using more sustainable transport on holiday. Several of you have already utilised it.



We changed our office food supplier to enable us to purchase B-corp products in our weekly shop



We held a Green Lunch and Clothes swap – raising awareness of the delicious non-meat and plant-based foods that can be purchased and adding a sustainable clothes swap to inspire and support others!



We moved to a hot water tap in the office this year in the kitchen in TBR – saving on individual's boiling the kettle each time.



We have committed to more recycling in the office – which now includes batteries, lights bulbs and aerosols.





Our Wider Social Impact

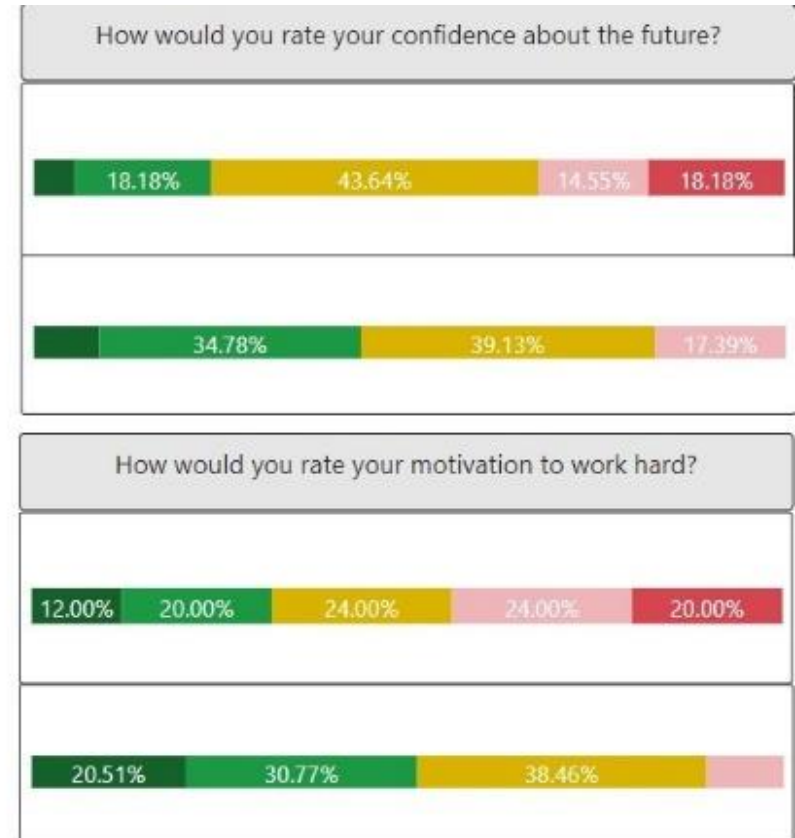
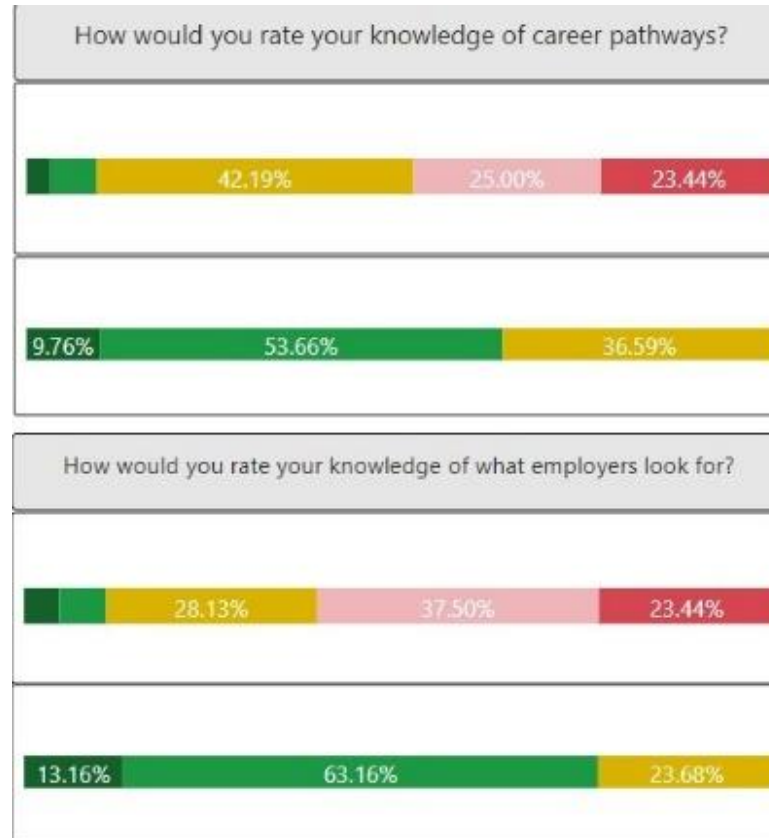
Since July last year, we delivered 2 more EY Foundation workshops from the UK in October 23 and January 24.

The EY Foundation is a UK charity that supports young people from low-income backgrounds to get paid work experience, employability skills training and career guidance.

We had over 23 volunteers able to come along to help facilitate the workshops.

Our workshop content - which focused what Market research's do, alongside a practical insight into a business challenge, was well received by the students and received high recognition from both the schools who took part and the EY foundation programme co-ordinators.

The top bar shows BEFORE and the bottom bar AFTER the workshop



"I liked how social the staff were and how they gave ideas and socialised with us without being judgmental"

"I loved the part when we tried to improve a shoe brand"

"I enjoyed learning the different career paths that the staff helped us with. Asking them questions had also helped me learn about what type of approach I should take in the future".





Getting together to make memories

And finally, getting us all together across the Group, to build connections, relationships and friendships was important to us last year.

We held our first Fire Flung since 2018 in November 2023. We sang, danced and had a great time exploring the beautiful venue of Ashridge House.



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HERE'S TO 2025

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GO  JEK

ORANG
PALING
CAKEP
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